



STATE AND CONSUMER SERVICES AGENCY

SCSA NEWS

VOLUME 2, ISSUE 1 MARCH - 2006



SECRETARY'S MESSAGE

It is a great privilege to join the State and Consumer Services Agency. I am deeply honored to have been chosen by Governor

Schwarzenegger to work alongside you to help protect consumers, improve government accountability, deliver cost-effective services and help fulfill the many important missions undertaken by this agency, its departments, boards and commissions.

Like the Governor, I believe we need to make government more efficient and responsive to the needs of the public. I have worked at the local, State and federal levels of government and know that good government does not just happen. We build it.

We build it because real lives are impacted by what the State does. We must be leaders committed to results that make this State a place where people want to live, work and play.

Working together, we will achieve great things and build upon the numerous successes this agency has had. Speaking of success, let me tell you about the progress we have made with some of our major initiatives.

The second Identity Theft Summit was an event that drew hundreds of people. Several workshops were held to educate the public about a crime that has affected nine million people over the last three years. By arming the public with information about identity theft, we are making California safer.

Determined to implement Governor Schwarzenegger's vision to make California more environmentally safe, the DGS launched "Green California." The Web site

is a clearinghouse for materials seeking to provide assistance to government entities and businesses interested in conserving energy and reducing landfill waste.

In an effort to protect our aging population, we will be holding our first ever California summit on senior consumer protection in the month of May. We are bringing local, State and federal agencies together to address some of the issues facing senior consumers. Seniors have dedicated their lives to making their communities better, and we will dedicate time and resources to making their quality of life better.

These are just some examples of what we are doing to make California great. I am excited to be here and even more excited about the projects we will undertake to build a California that will know no boundaries.

—Rosario Marin

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GOVERNOR DECLARES WAR ON IDENTITY THEFT



Governor Schwarzenegger gives the opening remarks at the state's second annual summit on identity theft solutions

Last month, the Schwarzenegger Administration "teamed up" with law enforcement officials and the financial-services industry to combat identity theft.

Highlighting his personal commitment to protect Californians from this rapidly growing crime, Governor Schwarzenegger

gave the keynote address at the State's second annual identity theft summit.

"The effects of identity theft can be devastating and take years to recover from. The cost of identity theft impacts individuals,

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A NEW ERA OF LEADERSHIP BEGINS AT THE FRANCHISE TAX BOARD

A new era of leadership began at the Franchise Tax Board this January when Selvi Stanislaus was sworn in as FTB's new Executive Officer.

Stanislaus is quickly getting familiar with the demands of being the head of the second-largest tax agency in the nation. Already she's conducted interviews for radio and television and been invited to speak before the State Bar Association. Since Stanislaus is a native

of Sri Lanka, even the India Journal is now interested in the administration of California taxes.

But Stanislaus, who took over for the retiring Gerald Goldberg, is taking it all in stride. "I'm looking forward to this new challenge with enthusiasm," says Stanislaus. "I've been in state service since 1996 with the Board of Equalization. But everyone at the FTB has welcomed me warmly, and the

support I'm getting from senior management is very encouraging. I know FTB's reputation, and the legacy Mr. Goldberg left is huge, but I'm excited to lead such a first-class department."

Stanislaus immigrated to California in 1986. After earning her law degree at Lincoln Law School and a Master of Laws from McGeorge School of Law, Stanislaus worked in the private sector. Stanislaus was part of the legal staff at the BOE and became Acting Assistant Chief Counsel for the Tax and Fee Programs Division in April 2005. She formulated legal policies affecting every tax and fee program administered by the BOE.

Stanislaus plans on continuing FTB's commitment to customer service, and using technology to improve the services and products it offers. In addition, she plans on increasing the transparency of government by posting all FTB legal opinions on its public Web site and increasing the number of publications available in foreign languages.



Selvi Stanislaus is sworn in by Board of Equalization Chair, John Chiang.

CALIFORNIA STATE EMPLOYEES CHARITABLE CAMPAIGN THANK YOU LUNCHEON

SCSA Chair Pat Harris (CalPERS) and Vice Chair Michael Thomas (DGS) were given special recognition as outstanding leaders at the 2005 California State Employees Charitable Campaign (CSECC) Thank You Luncheon on February 7. Under their exceptional leadership, SCSA and its departments, along with the Departments of Food and Agriculture and Veterans Affairs raised over \$1 million. Doreen Nishimi from the FTB was also recognized as the Loaned Executive of the Year.



Secretary of State Bruce McPherson, Chair, 2005 CSECC; Michael Thomas of Department of General Services, SCSA's Vice Chair; Steve Heath, President and CEO, United Way; and Pat Harris of California Public Employees' Retirement System, SCSA's Chair

FRANCHISE TAX BOARD UNVEILS NEW WEB SITE

The Franchise Tax Board has completed a major redesign of its Web site to improve navigation and make it easier for taxpayers to find the information they need.

The Web site already offered a broad menu of services, including electronic filing, downloading forms, checking the status of refunds, requesting installment plans and checking payments and balances due.

But by redesigning the Web site with a focus on the customer experience, FTB has increased benefits to the public by making transactions easy and efficient for taxpayers and cost-effective for the State.

FTB started the effort by launching a major two-month study of its current design, along with customer correspondence, phone logs, webmaster e-mails and Web metrics. This study, conducted with the assistance of consulting firm Human Factors International, showed

how taxpayers interacted with the existing Web site and compared it with industry standards. At the same time, FTB staff were trained on best practices in customer research, Web design and usability testing.

From this study, FTB concluded that it was time for a total redesign of the site that would optimize the customer experience. Three months were spent designing, testing, redesigning, retesting, and converting the Web site to its new look and feel. Nearly 3,000 pages had to be converted during this process.

Response from taxpayers has been overwhelmingly positive, and State CIO Clark Kelso says the new Web site raises the bar for other State agencies.

To see the new Web site for yourself, visit www.ftb.ca.gov.

THE CALIFORNIA AFRICAN AMERICAN MUSEUM LAUNCHES NEW EXHIBIT

The California African American Museum has launched the first in a series of exhibitions highlighting works from the private collections of prominent African American art connoisseurs.



Robert E. Holmes has generously loaned 70 works from his private collection

Entitled "More than Meets the Eye: Perspectives from the Robert E. Holmes Collection," the exhibition includes 70 works generously loaned by Holmes, a prominent Southern California attorney.

Holmes' prodigious collection contains more than 400 paintings, drawings and three dimensional constructions, including works

by great masters such as Romare Bearden, Elizabeth Catlett and Thomas H. Benton and exciting new talent, including Dan McCleary, Michael Swift and Leo Limon.

According to CAAM Executive Director Charmaine Jefferson, the series spotlights the importance of private collectors in serving as cultural caretakers of major works of art.



Jazz guitarist and photographer Phil Upchurch (far left). His quartet and singer Sonya Maddox entertained at a members' reception at the California African American Museum (CAAM) at opening of exhibition of art from Attorney Robert Holmes' collection.

VCGCB TO COMMEMORATE VICTIMS' RIGHTS WEEK

During the week of April 23-29, crime victims and victim advocates will join together across the country to promote victims' rights and services, and to educate our communities about the devastating impact of crime on victims, their families, neighborhoods, cities, and the entire State.

To provide Californians with the opportunity to participate and pay tribute to victims and survivors in their own communities, the Victim Compensation and Government



Claims Board (VCGCB) will post a calendar of events on our Web site at www.vcgcb.ca.gov. This calendar will feature events happening throughout the state to commemorate Victims' Rights Week.

In addition, the VCGCB will send a media tool kit and a CD filled with resources to county victim witness centers to help them recognize the week in their own communities. VCGCB employees have been

invited to participate in an annual event at the Capitol on April 24 and will host an information exchange booth during the day.

The theme of the 2006 National Crime Victims' Rights Week—"Victims' Rights: Strength in Unity"—pays tribute to crime victims and their advocates who, for many years, have joined forces to ensure that all victims are aware of their rights and have access to the many community and justice-

based services that can help them in the aftermath of a crime.

The VCGCB's partnership with victim advocates and law enforcement officers is an important factor in getting compensation to crime victims. The VCGCB's Victim Compensation Program works with these service providers to help victims recover from the financial burdens associated with crime.

For additional information about crime victim assistance, please visit the VCGCB Web site at www.victimcompensation.ca.gov.

STATE AND CONSUMER SERVICES AGENCY

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FAIR EMPLOYMENT AND HOUSING COMMISSION PROPOSED REGULATIONS

Last year, the Fair Employment and Housing Commission issued proposed regulations interpreting a new law requiring employers to provide mandatory training to supervisors and managers on workplace harassment. The new law requires private employers with 50 or more employees to provide the training, along with all State and local governments.

In addition to taking written comments, the Commission held hearings last month in Los Angeles and San Francisco to take testimony from representatives of private and public employers, employees, and training providers.

"The December 16, 2005, proposed regulations represent the starting point in crafting good regulations on harassment training,"

-Commission Chairman George Woolverton

"The December 16, 2005, proposed regulations represent the starting point in crafting good regulations on harassment training," stated Commission Chairman George Woolverton. "The public's input is invaluable in this process, giving us feedback on the correctness of the Commission's

interpretation of the law and the clarity with which we state it in our regulations. The Commission will now review every comment and revise its regulations based on those comments."

The commission will vote on revised regulations at its April 25 meeting. Once approved by the commission, these regulations will be available for an additional 15-day public comment period.

Details about the location of the April 25 meeting and a copy of the revised regulations will be posted on the Commission's new website (www.fehc.ca.gov) as soon as the information is available.

DID YOU KNOW...

Each year, the California Science Center presents a major black-tie gala in celebration of the anniversary of its opening.

On Saturday, March 25, 2006 at 6:00pm, the 8th Annual Discovery Ball will transport you to a world of good versus evil, and all the fun in between, as you experience the world premiere of the new *Marvel® Super Heroes™ Science Exhibition*. Guests will be surrounded by the sights, sounds and sensations of the comic book world, exploring Super Hero science and power, at this ultimate event experience.

For more information or to receive an invitation by mail, please call the Development Office at (213) 744-2035.

CUSTOMER SERVICE SUCCESSES

It's only been a few months, but the Agency's Customer Service Initiative is building momentum and generating ideas for how all of us can better serve our customers.

This initiative, which started under Secretary Aguiar and is continuing under Secretary Marin, is part of the Governor's larger effort to make government more efficient, responsive and accountable to the people of California.

The goal is to provide the highest quality of service to our customers, whether they're individuals, businesses or fellow government agencies, by integrating "best practices" into our existing customer service activities. We've all experienced great customer service—the challenge is to translate the practices that lead to great customer service into our own agencies.

The initiative kicked off last year with a workshop for the directors and chief deputy

directors under the Agency. Since then, working groups have begun tackling different pieces of the puzzle, like how to share knowledge, where to find tools and training, promoting a "customer service culture," measuring customer needs and our own successes, and how to spread the message.

Our enthusiastic working groups have already come up with some terrific ideas, including making it easier to tap private-sector expertise, creating rewards and incentives for great customer service, focusing on identifying our customers and their needs and advertising our successes.

Speaking of "advertising our successes," SCSA News will be starting a guest column in the next issue to highlight some of the great work going on in different parts of the Agency to serve our customers better. We invite all of you to share your best practices and successes. Watch for a featured success story in our next issue!

SECOND ANNUAL IDENTITY THEFT SUMMIT *(Continued from page 1)*

businesses and the economy—fighting it will take a team effort,” the Governor said. “I am pleased to see the variety of stakeholders coming together to provide leadership and make progress in the fight against identity theft.”

“The effects of identity theft can be devastating and take years to recover from. The cost of identity theft impacts individuals, businesses and the economy—fighting it will take a team effort.”

-Governor Schwarzenegger

“Teaming Up Against Identity Theft: A Summit on Solutions” drew more than 1,200 attendees to the Los Angeles Convention Center—so many that registration closed weeks before the actual event.

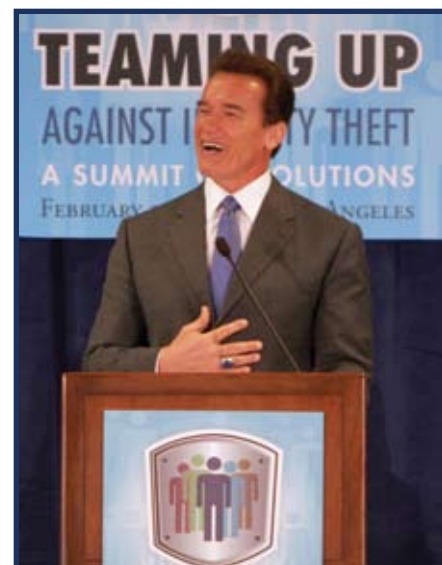
Highlighting the one-day summit were workshops tailored for consumers, merchants, the legal profession, higher education, government, law enforcement, prosecutors, notaries and the news media. An exposition and an on-site Victim Clinic provided assistance to those who have fallen victim to identity theft.

Nine million people fall victim to identity theft each year in America; more than one million are Californians. In 2005, this crime cost consumers and businesses nearly \$57 billion nationwide. It takes the average victim 40 hours and more than \$400 out of pocket to clear their records.

The summit was presented by the Schwarzenegger Administration and the California Office of Privacy Protection and hosted by the California District Attorneys Association. Summit sponsors included Deloitte, the California Victim Compensation & Government Claims

Board, VISA, Internet Security Systems and the National Notaries Association.

More information on future events and how to protect one’s privacy can be found at www.idtheftsummit.ca.gov and www.privacy.ca.gov.



OSP Ad

THE DEPARTMENT OF CONSUMER AFFAIRS IS HELPING TEACH HIGH-SCHOOL STUDENTS HOW TO BE SMARTER CONSUMERS

DCA is working with the National Consumer League to host the State finals for LifeSmarts, a nationwide competition that tests teens' consumer savvy. It's a fun educational program for high schoolers that develops their consumer skills and rewards them for their knowledge. Teams match wits in a game show-style environment and show off their expertise in personal finance, health and safety, the environment, technology and consumer rights and responsibilities.

"LifeSmarts is an excellent way to teach teens to be smart and responsible consumers," said DCA Director Charlene Zettel. "They learn about their rights and

responsibilities as consumers, how to spot and avoid scams, and become better decision-makers and savvy consumers."

Because many teens also begin working during their high school years, LifeSmarts introduces them to workplace protections, too.

California teams demonstrating the strongest consumer knowledge during online competitions last month won a trip to Sacramento to compete in the State



championship, to be held March 2. Winners of the State competition will receive prizes and a trip to Philadelphia to represent California at the national competition.

In 2005, 46 teams from 29 schools participated in the online competition. The two finalist teams last year were from Corona and Hayward.

"Last year, competitors from the two finalist teams really showed that they know their stuff when it comes to consumer issues," said Zettel. "I was impressed by their broad awareness and knowledge of issues that many adults fail to grasp, and I'm looking forward to this year's competition."

BIG JOB AHEAD FOR CALIFORNIA STATE ARCHITECT

When the Governor says "Build it," you'd better be ready.

Few people know that better than State Architect David Thorman, who's in charge of reviewing architectural and engineering plans

for construction projects at K-12 schools, community colleges and State facilities.

The veteran architect and construction management executive has only been on the job for 10 months, but already he's making major strides to speed the school construction process—and getting ready for the schools the Governor's proposal would help build.

"I see this position as an opportunity to improve our processes so that we provide more timely, accurate and consistent plan reviews and approvals," Thorman said. "I also see it as an opportunity to contribute to the construction of safer, more sustainable, more accessible and more cost-effective buildings throughout California."

One of Thorman's key goals is to cut the average review time for school applications by half. To do that, the Division of the State Architect is moving quickly to fill vacant positions and reassign staff to where they're needed most.

It's also working closely districts and design professionals to improve the quality of plans submitted and keep projects on track.

Last month, DSA signed a historic agreement with the Los Angeles Community College District setting up a new "collaborative process" designed to speed up the plan review process. It's a model DSA hopes to replicate throughout the State.

People are noticing the change. Already, these efforts are garnering accolades from professional associations, advocacy groups and senators of both parties. Senate President Pro Tem Don Perata commented at Thorman's confirmation hearing that it's unusual to see such diverse support for a nominee.

There's plenty more on the state architect's plate, including obtaining Americans with Disabilities Act certification for the California Building Code, planning revisions to the code and supporting the Governor's Green Building Initiative. With so many projects under way—and a potential building boom on the horizon—the state architect acknowledges he has a big job ahead of him.

"Fortunately, I have an excellent, hardworking staff to help make it happen," he said.

STATE AND CONSUMER AGENCY DEPARTMENTS | BOARDS | PROGRAMS

California African American Museum (CAAM)
California Building Standards Commission (BSC)
California Public Employees' Retirement System (CalPERS)
California Science Center (CSC)
Department of Consumer Affairs (DCA)
Department of Fair Employment and Housing (DFEH)
Department of General Services (DGS)
Department of Technological Services (DTS)
Fair Employment and Housing Commission (FEHC)
Franchise Tax Board (FTB)
Office of the Insurance Advisor (OIA)
California State Teachers' Retirement System (CalSTRS)
State Personnel Board (SPB)
Victim Compensation and Government Claims Board (VCGCB)

ADMINISTRATION UNVEILS 'GREEN CALIFORNIA' WEB SITE



Last month, the Department of General Services, Secretary Marin and the Governor's Green Action Team unveiled the "Green California" Web site.

It's a one-stop shop for information on how the State, local governments and businesses can reduce waste, conserve energy and make their operations more environmentally sustainable.

"We believe this new Web site will become the primary 'go to' site—the new centralized, electronic reference library—for engineers, architects, building managers, contractors, purchasing agents and other business and government officials and environmentalists in their quest for a Green California," said Secretary Marin.

The site, www.green.ca.gov, has received a huge reaction from State and local officials, as well as businesses that sell environmentally friendly products. It's also been featured on both environmentalist and business-oriented Web sites, and Sacramento radio station KFBK broadcast a story about it featuring an interview with Secretary Marin.

The site is a virtual reference desk on the design, construction and operation of "green buildings," consistent with the Governor's Green Building Executive Order. It also offers a how-to guide on benchmarking and retro-commissioning of existing building and information on conservation incentives.

"We believe this new Web site will become the primary 'go to' site...for engineers, architects, building managers, contractors, purchasing agents and other business and government officials and environmentalists in their quest for a Green California,"

-Secretary Rosario Marin

It also contains the State's new Environmentally Preferable Purchasing Manual, a guide on how to evaluate and purchase environmentally friendly products and services.

The site shows how sustainable building and purchasing practices not only help the environment, but can also help save money.

Governor Schwarzenegger has made sustainability a high priority for the Administration. In a December 2004 Executive Order, the Governor launched a plan to reduce California's energy purchases for State-owned buildings by 20 percent by 2015 and conserve other natural resources. The Executive Order also urged local governments, K-12 schools, universities, community colleges and business organizations to adopt the same ambitious goals.

The governor proposed to achieve the 20 percent energy reduction by designing, constructing, operating and renovating state-owned buildings to meet the high standards of the U.S. Green Building Council's Leadership in Energy and Environmental Design silver rating ("LEED Silver") and by leasing office space in buildings with a federal "Energy Star" rating.

California's leadership in this arena is also helping spur "green" practices in other states. Already, researchers at the University of Wisconsin—Madison are mining the site for ideas on how to develop a similar guide for the Wisconsin Department of Administration.

To visit the "Green California" Web site go to www.green.ca.gov.



State and Consumer Services Secretary Rosario Marin was sworn in by Governor Arnold Schwarzenegger on February 1, 2006. Prior to this appointment, Ms. Marin served as a full-time member of the California Integrated Waste Management Board. In 2001 Ms. Marin was appointed Treasurer of the United States by President George W. Bush and served until 2003.



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STATE AND CONSUMER SERVICES AGENCY

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WWW.SCSA.CA.GOV

The State and Consumer Services Agency is responsible for civil rights enforcement, consumer protection and the licensing of 2.3 million Californians in more than 230 different professions. The Agency also handles procurement of more than \$4 billion worth of goods and services, providing technology services to more than 250 clients, the management and development of State real estate, oversight of two State employee pension funds, collecting State taxes, hiring of State employees, adopting State building standards in addition to the administration of two state museums—the California Science Center and the California African American Museum.